



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 5, 2007

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Univision Broadcasting Clean Creek Messages In Spanish

RECOMMENDATION:

That Council accept a contribution of \$10,790 from the County of Santa Barbara for a Spanish language campaign and increase appropriations and estimated revenues in the Creeks Division Fiscal Year 2008 Operating Budget by \$10,790.

DISCUSSION:

Working with Blue Ocean Productions and the County of Santa Barbara, the Creeks Division is in the process of creating a series of three Spanish TV public service announcements (PSAs) which focus on sources of creek and beach pollution such as garden chemicals, pet waste, motor oil, yard clippings, and car washing. The PSAs are designed to raise awareness that pollution from neighborhoods flows to storm drains and directly to the creeks and ocean. Another priority is to raise awareness that it is illegal to let pollution enter the street, creek or storm drain, and to educate residents about where to properly dispose of household hazardous waste.

Broadcasting water pollution prevention PSAs on television is an integral component of the Creeks Division's Public Education Program which involves a coordinated television and radio media campaign and print and bus advertisements. According to a study on advertising effectiveness among Hispanics, Spanish-language commercials are 61% more effective at increasing awareness levels than commercials in English.

Creeks Division PSAs shown on Univision from July 2006-June 2007 reached an estimated 133,000 people in Santa Barbara, Goleta, and Santa Maria. Univision is offering a non-profit match for every paid advertisement that is run. The campaign will run from July 2007 through June 2008.

REVIEWED BY: _____ Finance _____ Attorney

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The County of Santa Barbara will contribute \$10,790 for the Univision Spanish-language media campaign. This contribution includes funds from the City of Goleta. This campaign continues a collaborative effort between clean water programs of the Creeks Division, the County of Santa Barbara, and the City of Goleta. As part of a joint effort, PSAs were broadcast in Spanish on Univision from July 2006-June 2007.

BUDGET/FINANCIAL INFORMATION:

Total cost of a 12-month Univision PSA campaign is \$21,580. The County of Santa Barbara will contribute \$10,790, and the Creeks Division will contribute \$10,790. The County of Santa Barbara's contribution includes funds from the City of Goleta. There are adequate funds in the Creeks Division Fiscal Year 2008 operating budget for its share of the campaign.

PREPARED BY: Jill E. Zachary, Assistant Parks and Recreation Director

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office